



THE 2004 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE

"Secretary of State Terri Lynn Land is modernizing her department's services without spending more money, a good practice anytime and absolutely essential now."
Flint Journal
editorial;
April 30, 2004

Serving today's customer with an eye on tomorrow. That's the driving force behind Secretary of State Terri Lynn Land's agenda. Whether it's bringing state services up to date or finding ways to save taxpayer dollars, Land is positioning the Department of State to deliver premier customer service as technology and customer lifestyles evolve.

Land isn't content to do "business as usual." That's why the department has emerged as a model of innovation and efficiency. In 2004, Land built on the groundwork laid during her first year in office. Sweeping changes in department operations, as well as in the variety of services offered, distinguish 2004 as a high point in the department's history. That's good news for customers. They expect government to keep pace with their needs. Land couldn't agree more.



REVOLUTIONIZING BRANCH OFFICES

Leaders don't wait for change – they make change happen. Secretary Land understands this and has boldly overhauled the department's 30-year-old branch office structure so that it is more efficient, responsive and visionary. Examples include:

- **Using resources wisely:** Knowing that you don't always have to spend more money to upgrade service, Land found an innovative way to fulfill her campaign promises. To deliver credit card payment, Saturday hours and enhanced services, Land created a new breed of offices - SUPER!Centers and PLUS offices - efficiently using existing resources and staying within the department's budget.
- **The convenience of credit:** To save time and reduce the need to carry a checkbook or significant amounts of cash, SUPER!Centers and PLUS offices let you pay at the counter with Discover credit cards, a convenience that customers have long requested.
- **Saturday hours:** Our customers are busier than ever, and the Department of State is keeping pace with their needs. In 2004, the Secretary introduced Saturday office hours at SUPER!Centers for customers who can't stop by on a weekday. Hours are 9 a.m. to noon.

"Time to give a little credit to the Michigan Office of the Secretary of State, which is now offering motorists the convenience of paying for over-the-counter transactions with a Discover credit card."
Detroit News
commuting columnist
Tom Greenwood;
December 16, 2004



THE 2004 YEAR IN REVIEW

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"... Land appears to have found a balanced way to expand hours and upgrade services."

Detroit Free Press editorial;

April 30, 2004

- **On-site services:** SUPER!Centers and select PLUS offices offer other timesaving features such as on-site access to individual driving records, instant titles and mechanic testing. All are designed to make life easier for today's on-the-go customer.
- **Driving records:** Motorists no longer have to drive to Lansing to obtain a copy of their driving record. They are now available at PLUS offices and SUPER!Centers. This makes it easy and timely for residents who need their driving record to apply for a job or who simply wish to check to make sure the information is accurate.
- **Faster processing:** Upgrading the data lines in the branches lets us do our jobs faster. The real beneficiary is the customer, who enjoys speedier service!

GREATER CUSTOMER CONVENIENCE

Today's customer needs greater flexibility and service options. The improvements implemented by Secretary Land are designed with the customer in mind. Weekend and extended office hours, payment by credit card and other modern conveniences are just some of the ways the department is keeping its focus on the customer and their needs.

"... we are impressed with how Land went about developing her plan. Instead of sitting in Lansing and dreaming up her own ideas, Land actually visited all of the state's 173 branch offices during her first eight months in office, talking to customers and staff to get their ideas and opinions on how services could be provided more efficiently."

Battle Creek

Enquirer editorial;

May 7, 2004

- **Online advantages:** More people are discovering the advantages of using the department's online services. Our Web transactions broke the half-million mark for the first time in fiscal year 2004. That's up 83 percent over the previous fiscal year.

To handle this increase in volume, the department worked with the Department of Information Technology to make its Web renewal program more robust and easier for the customer to use. The upgraded Web site now lets customers enter less information when renewing tabs. It also provides real-time credit card authorization so that customers immediately know if their card is approved.

- **Motorcycle registrations:** Motorcycle registrations used to expire on March 31, but due to a legislative change, they will now expire on the owner's birthday. It's easier for customers to remember as it coincides with the expiration of their vehicle tabs, plus it reduces the workloads of staff who used to process vehicle and motorcycles at two different times of the year.
- **Making life easier for notaries:** Land supported changes to Michigan's notary public law, which had not been updated in decades. The revisions, implemented in 2004, eliminate needless steps in the notary application process and enhance the accuracy of tracking notary public commissions with a new database. It's a common-sense reform that protects the integrity of the notary process while scrapping overly burdensome requirements.



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"The secretary is demonstrating that making do with less money doesn't have to mean less service for Michigan taxpayers."

Detroit News
editorial;
April 27, 2004

"State officials, especially Land, proved themselves to be sensible, reasonable and service-oriented."

Escanaba Daily
Press editorial;
October 13, 2004

"Identity theft and security concerns are the main reasons Secretary of State Terri L. Land pushed for new laws to stop criminals from making state IDs ..."

Hillsdale Daily
News editorial;
July 1, 2004

- **Convenient mechanic exams:** Department staff attended the Auto Value Automotive Training Expo in Lansing, administering more than 400 exams in one day. Offering the testing at a central location made life easier for applicants.

MAKING OUR TAX DOLLARS COUNT

You don't necessarily have to spend more to get better service. Secretary Land created a new class of office to deliver enhanced services – all without added costs to taxpayers. By making better use of existing resources, Land was able to revamp services so that they suit the needs of 21st century customers. But that's not all. She's continually searching for ways to enhance service in the most cost-effective way possible. That's something all taxpayers can appreciate.

- **Reducing the price of government:** The department has saved more than \$250,000 by using salvaged furniture and fixtures in its branch offices. Private leases for the department have been reduced by more than \$500,000 due to its branch office modernization program, consolidating the Lansing area offices, and requesting facility owners to lower rent costs. In addition, the department has reduced its vehicle fleet by 25 vehicles since 2003.
- **Using a single plate configuration:** About \$300,000 in license plate production costs will be saved annually thanks to the department's decision to use the same type of plate for individually owned pickups, vans and passenger vehicles.
- **Cutting mailing expenses:** Land's goal of modernizing Michigan's notary public laws was realized with the enactment of Public Act 238, which took effect April 1, 2004. One of the changes involves reducing notary commission certificates to credit-card size, which will reduce printing and mailing costs by nearly \$30,000 in 2005.
- **Cost-effective training video:** Department staff initiated a project to develop a training video that will reduce costs and liability associated with training third-party automobile testing examiners. The video, which provides a quality learning experience, will be ready in time for 2005. It makes training more effective and efficient.



THE 2004 YEAR IN REVIEW

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"Michigan rightly joins other states in stiffening the requirements for obtaining state identification."

Detroit News
editorial;
July 13, 2004

"The changes implemented by Secretary Land plug an important loophole which could have been exploited. Accordingly, I applaud her prompt attention to these concerns."

U.S. Attorney Craig
S. Morford, Eastern
District of Michigan
December 8, 2004

"The Secretary of State has made it much more difficult for organized criminal groups and individuals from both here and around the country to abuse our system."

Brian M. Moskowitz,
special agent,
U.S. Immigration &
Customs Enforcement
Grand Haven
Tribune;
December 8, 2004

PROTECTING FAMILIES AND CONSUMERS

To protect you from identity theft and fraud, Secretary Land is pressing forward with additional steps to safeguard customer information and ensure homeland security.

- **A new line of defense against identity fraud:** Working with state and federal law enforcement, the department began requiring proof of Michigan residency for adults who apply for a first-time driver's license or state identification card. The move, which was applauded by authorities, strikes a critical balance between ensuring homeland security and preserving the department's customer service focus.
- **Information security:** To ensure the public's information is fully protected, Land restructured the Bureau of Information Security in July to restrict and monitor access to the department's information systems.
- **Battling forgeries:** Land championed new laws that strengthen penalties for anyone who forges or fraudulently uses a state identification card. Public Acts 149 and 150 of 2004 ensure that penalties for ID card fraud and abuse are as tough as those for misusing a driver's license.
- **Justice for consumers:** Without spending public dollars on formal administrative hearings, the department's Compliance Division resolved numerous customer complaints against vehicle dealers, repair facilities and mechanics through mediation or by reaching agreements. In fiscal year 2004, the division investigated and closed 2,668 public complaints and collected \$556,543 in restitution for consumers.
- **Assisting law enforcement:** Through the Compliance Division, the department partnered with law enforcement to investigate criminal activity. For example, staff participated in a covert operation conducted by the Detroit Police Department and the Michigan State Police to intercept stolen vehicles being transported to shredders for destruction.
- **Strengthening national security:** Changing times demand constant vigilance. Department employees continue to help draft legislation, portions of which are on the Governor's desk, and internal business requirements to implement the federal Patriot Act, which will result in an even more stringent review of applications for a hazardous materials endorsement on Commercial Driver's Licenses.
- **School bus safety:** You can't be too careful when it comes to protecting Michigan's children. The department successfully implemented the Motor Carrier Safety Improvement Act, which bolsters training for the state's 18,000 school bus drivers.
- **Fighting auto theft:** The department is providing an expedited record lookup service that helps law enforcement combat auto theft. More than 2,500 requests were processed during the first nine months of 2004 with the response time averaging less than two business days.



THE 2004 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE

"... the good news here in Michigan is state officials, led by Secretary of State Terri Lynn Land, have made good decisions about improving elections."
Lansing State Journal editorial;
July 28, 2004

"Land puts integrity ahead of party ... In these days of party polarization, Land is not a lockstep lady."
Detroit News columnist
George Weeks;
July 13, 2004

"Secretary of State Terri Lynn Land tours the state to share information with clerks"
Ludington Daily News editorial;
October 15, 2004

- **Working with elderly drivers:** Land knows that age alone does not determine a person's driving skills. She wants to help senior drivers stay on the road as long as they can safely operate a vehicle. To that end, the department partnered with AARP Michigan to highlight the organization's "senior-to-senior" driver safety program.
- **Promoting traffic safety:** Encouraging responsible driving is a core mission of the Department of State. To further that goal, the department assumed full responsibility for Michigan's driver education and motorcycle safety programs in 2004. Allowing one department to administer traffic safety programs ensures consistency in training.

MODERN, EFFICIENT ELECTIONS

Free and inclusive elections are the lifeblood of democracy. Standing firm on behalf of the people she represents, Secretary Land has made it a priority to preserve the integrity, efficiency and openness of Michigan's election process. Putting more information online, reaching out to young voters and ethnic populations, and modernizing voting systems are just some of the ways that Land is guiding Michigan's election process into an exciting new era.

- **Managing a record turnout:** Voter turnout in Michigan was higher in 2004 than ever before. More than 4.8 million people – or 67.5 percent of registered voters – cast ballots on Election Day. Due in large part to the training and support offered by the Department of State's Bureau of Elections, local clerks and voters performed their duties with very few glitches in spite of the record turnout.
- **Using technology to assist election workers:** During the 2004 general election, the department successfully piloted an electronic precinct list designed to help election workers direct voters to their proper polling locations.
- **Training for clerks and voters:** The department produced videos to help prepare election officials and voters. The videos were widely used and were extremely helpful in instructing voters – especially young voters – about the registration and election process. The Secretary also met with clerks in every county to share information about election changes.
- **Convenient, timely access to voter information:** Under Land's direction, the department beefed up its online Michigan Voter Information Center, which assists people in learning about registration and voting requirements, the type of equipment that they will use, candidates and issues on the ballot, and in locating their polling sites. The center received 1.3 million "hits" from visitors this election cycle.



THE 2004 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE

"Before Michigan puts the 2004 election to rest, Secretary of State Terri Lynn Land proposes a couple of voting reforms... Both are good ideas."

Jackson Citizen
Patriot editorial;
November 16, 2004

"... we think Land is offering a comprehensive plan to improve service statewide that ultimately will be to everyone's benefit."

Battle Creek
Enquirer editorial;
May 7, 2004

"More government departments should follow the example of Michigan Secretary of State Terri Lynn Land."

Detroit News
editorial;
April 27, 2004

- **Modern election equipment:** The department worked with its local partners to upgrade election equipment in nearly 200 cities and townships. Vendor contracts negotiated by the department resulted in substantially lower equipment costs and better service level agreements for local municipalities moving to the new equipment.

The equipment was paid for with federal funds secured under the Help America Vote Act (HAVA). Working with lawmakers and stakeholders, the Secretary was instrumental in helping Michigan secure more than \$28 million to upgrade the state's election process and system.

- **New HAVA provisional ballots:** Implementing the new federally required provisional ballots demonstrated the importance of the Michigan's voter registration file. Having a comprehensive and accurate registration file lessens the need to issue provisional ballots. Michigan's voter registration file passed with flying colors. Michigan issued about 5,000 provisional ballots while other states of comparable size distributed more than 125,000.
- **Full and public disclosure:** Land firmly believes that the public deserves full and timely access to campaign finance records. Under her leadership, the department successfully implemented the electronic filing requirement for campaign finance reports. Thanks to the work of the Bureau of Elections, the electronic system now allows for reports with thousands of records to load in just a few minutes. The bureau is building on that success and has reduced paper filings by more than 75 percent since 2002.

BETTER SERVICE THROUGH TECHNOLOGY

Technology can save time and money. That's important to the Department of State – and to its customers. Secretary Land is continuing her push to advance the department's technological capabilities. That's just good business sense, especially in these tight budget times.

- **Better to be online than in line:** More people are discovering the advantages of using the department's online services. Our Web transactions broke the half-million mark for the first time in fiscal year 2004. That's up from the 275,000 in the previous fiscal year. Of course, that's great news for you. Doing a quarter-million fewer transactions in our branch offices means faster service for our visitors.
- **Putting auto dealers in high gear:** A new feature on the Department of State Web site lets auto dealers check the status of their licenses. It's a lot faster than playing "phone tag" with the department, and lets the dealers spend more time taking care of their customers.



THE 2004 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE

BETTER SERVICE THROUGH TECHNOLOGY (*cont.*)

*"Secretary of State
seeks to serve you"*

Battle Creek
Enquirer editorial;
May 7, 2004

*"Secretary of State
promises faster filing
processes for farmers"*

Michigan Counties;
October 2004

*"A streamlined Sec. of
State...New hours and
services make offices
easier to use"*

Grand Rapids Press
editorial;
April 28, 2004

*"Land has made fine
improvements"*

Livingston County
Press & Argus
editorial;
September 24, 2004

- **Scanning bar codes:** When we save time, you save time. That's why a new bar code on vehicle renewal notices is so handy. Scanning the bar code saves time and eliminates data entry errors. It's a benefit to customers and employees!
- **Greater accuracy:** Driver's license application errors are down by 10 percent in 2004 due to system enhancements. Errors have continually declined since the department dedicated resources to this project in 2001.
- **Automated mailings:** Rather than shuffling paper documents between states, Michigan was the first state in the nation to initiate electronic exchange of canceled vehicle title information. Illinois and Ohio are currently participating and the department expects that other states will soon join this efficient electronic process.
- **Need a notary?:** The department's new online searchable database lets you find any one of Michigan's 130,000 notaries public with the click of a "mouse." It's fast and easy – just the ticket for today's busy customer.
- **Curbing out-of-state fraud:** To curb fraud and the issuance of multiple driver's licenses to a single individual, a recently developed process lets the department receive electronic notification of Michigan motorists who surrender their driver's licenses to apply for another state's license.
- **Making it easier for businesses:** Nearly 3,000 customers are taking advantage of the department's new Uniform Commercial Code (UCC) online service. Since its unveiling in June, the Web-based application has processed close to 50,000 transactions. Program users include banks, search companies, law firms and federal farm service agencies.
- **Modernizing business practices and supporting infrastructure:** The department has embarked on an extensive project to review and re-engineer its business processes and technical infrastructure. The goal is greater efficiency and cost-effective service, which taxpayers will appreciate. It's an investment that will serve the state well into the future.



THE 2004 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE

WORKING WITH COMMUNITIES

The Department of State has responsibilities that go beyond such basics as overseeing elections and issuing driver's licenses. It reaches outside of Lansing to assist residents in all corners of Michigan. From its Mobile Branch Office to its organ donor awareness advocacy, the department is having a positive impact on customers throughout the state.

"Land deserves credit. While she has had a number of unexpected jobs to do, she hasn't lost site of the improvements she set out for when she took office. And the result will be a much-improved Secretary of State's office. Good job."

Livingston County
Press & Argus
editorial;
September 29, 2004

"Land's recommendations are important ideas that could promote greater participation. State lawmakers should adopt them."

Port Huron Times
Herald editorial;
November 11, 2004

"The Secretary of State's office is concentrating additional (organ donor) recruitment efforts in minority communities."

Wood-TV8,
April 12, 2004

- **Getting rid of junk cars:** Abandoned vehicles are more than just eyesores. They also pose safety and environmental threats to communities. That's why Land spearheaded an effort to give communities greater tools to efficiently get rid of junk cars. Her work paid off when lawmakers approved House Bill 4231 in December 2004. The measure lets communities contract with designated agents or companies to oversee the removal of abandoned cars from public property. This will also free up police to focus on more serious crimes.
- **On the road:** We're crisscrossing the state to better serve you! The Department of State's Mobile Branch Office logged more than 10,000 miles in 2004 and processing an estimated 8,000 transactions. Several of these stops were designed to serve ethnic communities.
- **Encouraging voters:** Your vote matters, and Secretary Land is working to ensure that all eligible Michigan residents participate in the election process. Under her direction, the department worked with colleges and universities to conduct voter registration drives on campuses across Michigan. In fact, more than 2,700 customers used the mobile office to register. Department representatives also attended naturalization ceremonies throughout the state, giving new citizens an immediate opportunity to become voters and distributing multilingual posters and palm cards outlining the rights and responsibilities of voters.
- **Promoting organ donation:** The need for organ donation is very real in Michigan. To generate greater awareness and participation, the department hosted its annual "Buddy Day" in April 2004. More than 100 branch offices welcomed organ donor supporters, recipients and their families, who shared their stories with other guests and the news media. The department has forwarded the names of more than 966,000 organ donors to the Gift of Life since implementing its registration program.
- **Fighting aquatic pests:** Communities throughout Michigan are battling aquatic nuisance species that can wreak havoc in lakes. A program administered by the department is designed to support that fight. On Oct. 1, 2004, the department began selling its Great Lakes Protection Fund decal, which raises money for aquatic nuisance research and public awareness. The decal design was created based on entries submitted to the department from contestants statewide.